

Dominguez Watershed Management Master Plan Information Sheet

An urban industrial watershed in balance with the environment.



Dominguez Watershed
Advisory Council

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Watershed Web Site
<http://ladpw.org/wmd>

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OVERVIEW

The Dominguez Watershed Management Master Plan was developed by the Dominguez Watershed Advisory Council (DWAC), a coalition of regional stakeholders comprised of local government agencies, business and industrial leaders, regulating agencies, environmental groups, water and sewer service providers, and private citizens. Funded by the State of California's Proposition 13 Nonpoint Source Pollution Control Program, the Dominguez Watershed Management Master Plan outlines sound measures that address flood protection, water quality, water conservation, recreation, restoration of the environment and beneficial uses of the Dominguez Watershed.

THREE POINT PLAN

- **Background Information:** The first section of the Master Plan consists of an introduction to the goals of the Plan, a background and physical description of the region, and the environmental conditions of the watershed.
- **Issues Statement:** The second section enumerates and prioritizes issues, challenges, goals and objectives identified by watershed stakeholders, which include: measures to protect and enhance water quality; conserve, reuse and recharge the water supply; protect, enhance and restore native habitats and biological resources; promote public awareness and involvement in watershed management; and implement stewardship of the watershed in balance with economic and environmental impacts.
- **Action Plan:** The third section outlines an Action Plan and prioritizes methods and projects for watershed improvement. It also provides guidelines for effective implementation of actions developed to achieve measurable environmental improvement and discusses funding opportunities for these proposed actions.

NEXT STEPS

The Master Plan is currently being reviewed by the Los Angeles Regional Water Quality Control Board (LARWQCB), a division of the California Environmental Protection Agency. Subsequent to LARWQCB approval of the Master Plan, the Dominguez Watershed Advisory Council will recommend to all watershed jurisdictions and stakeholders that their respective Boards, Councils or governing bodies review the Master Plan and adopt it as a comprehensive planning document for the implementation of watershed management solutions. The Master Plan is available online by visiting ladpw.org/wmd/watershed/dc. For more information, contact Linda Tacconelli, County of Los Angeles Department of Public Works, at (626) 458-4335.

SAMPLE MASTER PLAN PROJECT

The following is a sample of suggested usage for the back of the Master Plan Information Sheet. This section can be used to highlight a specific program, project or activity that has been implemented by your agency as an illustration of Master Plan application.

Watershed Management Plan In Action

4.6.3.1 Involve Public in Watershed Clean-up Events

Volunteer clean-up events are organized at several locations within the watershed one or more times a year. The events have been organized by the City of Los Angeles Department of Recreation and Parks, County of Los Angeles Department of Public Works, and local neighborhood councils. The organizer typically coordinates supplies (e.g., gloves, bags), water and/or snacks, publicizes the event, and arranges for the collected material to be hauled away. These events, which are staffed by volunteers from the community, increase public awareness of watershed problems and provide opportunity for involvement and community service.



Residents of the Florence Firestone unincorporated area collected 31,000 pounds of litter during the October 9, 2004, Florence Firestone Beautification Event, sponsored by the County of Los Angeles.

Florence Firestone Residents Say: Can It!

More than 600 residents of Los Angeles County's Florence Firestone community gathered outside their homes on October 9, 2004, in an effort to clean-up local streets, sidewalks and alleys and to send an important message to their neighbors: "Can It!"

Can It! and its Spanish counterpart *iMantenLA Limpia!* are advertising messages that are at the crux of a Departmental effort to scale back stormwater pollution. Over the course of a four month period, the Florence Firestone community, and its neighboring areas, were saturated with billboard, radio, newspaper and cable television ads in an attempt to change individual polluting behaviors. After months of planning that culminated in a four hour community beautification and celebration event, the County netted much more than just a substantial amount of trash collected. It also raised awareness of personal responsibility and environmental stewardship—principles that stand to have a long term impact on the community of Florence Firestone.